

Sirius Service in Rural Areas

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Service Overview

- More than 100 channels of audio programs throughout CONUS.
- Available to moving vehicles, homes and boats.
- Offered on a subscription basis.
- Purchase of receivers at local stores or car dealers.
- Excellent service availability and high sound quality.
 - ◆ Satellite constellation provides high look angles.
 - ◆ Terrestrial repeaters used in city cores.

Coverage



Sirius

- 60 channels of commercial-free music of virtually all genre
- 43 channels of world class news, sports, weather and entertainment.
- Partnerships with key car manufacturers.
 - ◆ Chrysler, Ford, BMW, Mercedes-Benz, Jaguar, Jeep, Mazda, Volvo, etc.
- Partnerships with several radio manufacturers
 - ◆ Radio receivers are transportable for automotive, home, maritime or “boombox” use.
 - ◆ Kenwood, Pioneer, Alpine, Jensen, JVC, Delphi, Audiovox, etc.

Limitations of Conventional Rural Radio Service

- Some areas have no service or limited service.
- Rural areas are generally deprived of diverse programming.
- Poor signal levels often affect the signal quality in rural areas.
- Mobile radio service is often accompanied by heavy signal fading.

Sirius Rural Delivery Advantages

- Sirius provides more than 100 channels of high quality digital radio available 24/7.
- Near perfect signal availability for mobile and stationary users throughout CONUS.
- 100% commercial free music.
- Ability to provide emergency information at all times to a stationary or mobile user.
- Affordability, \$150 for hardware and about \$10/month for yearly subscription.

Sirius Rural Delivery Advantages

- Choice of diverse music and audio programming available.
 - ◆ Rock, R&B, Hip-Hop, Pop, Reggae, Country, Latin, Classical, Dance, Disco, Gospel, Christian hits and much more.
 - ◆ Access to NBA, NHL, MLB, and NFL games
 - ◆ Nationwide talk, popular news (CNN, CNBC, NPR), entertainment formats (E!, Radio Disney), stock quotes, etc.
 - ◆ National and regional weather forecasts.
 - ◆ Educational and family programming (Discovery, A&E Wisdom Radio).